

## Elizabeth Steele Gentile

Brattleboro, Vermont 05301

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August 2007 to present: **Workforce Development Manager, Workforce Investment Board Coordinator, and Adult Education Coordinator**, Windham Regional Career Center, Windham Southeast Supervisory Union, Brattleboro, Vermont.  $\frac{3}{4}$  time.

Understand the intended role of the regional Workforce Investment Board, relationships and obligations to the Vermont State Department of Labor and Workforce Development Council, state granting process and Quarterly and Annual reporting requirements. Identify key stakeholder groups for the region developing a contact list. Build coalitions of business, education and community service organizations to support key initiatives serving both youth and adult populations. Assist in setting up the WETF review process for the WIB. Launch Community Education and Training Programs for the Spring and Fall semesters and represent WSESU on the Brattleboro Traffic Safety Committee. Other job related involvements include the Thriving Communities Committee, Town Plan Advisory Group, Brattleboro Recreation and Park Board of Directors, and the Brattleboro Last Night Committee.

June 2005 to present: **Marketing Consultant**, Brattleboro, Vermont

**Projects include:** Big Brother/Big Sister Advisory Board; Big Sister, School based program, Green Street School; Hearing Officer, Brattleboro Housing Authority; Past President and current member of the Board, Brattleboro Museum & Art Center; on-site Coordinator, Marlboro College and Champlain College Non-Profit Certificate Course; Interim Director, Brattleboro Museum & Art Center, April – September 2007; Coordinator, Creative Communities Council of Windham County, July 2005 to present including the Michael Singer Riverfront project; Marlboro College Graduate Center; consulting with Marlboro College's MBA for Sustainability, 2007; Coordinator, The Future of Arts Education in Southeastern Vermont Symposium, October 2007; Coordinator, Non-Profit Executive Director's support group; Coordinator, Festival 05301, July 2005 through October 2005; Coordinator, Creative Economy Symposium, September 2005; Coordinator, River Gallery School Annual Auction, March 2006 and 2007 -raising \$35,000 each year; Coordinator, Legal and Business Intensive Course for Arts Professionals, April 28-29, 2006,

August 2001- June 2005: **Executive Director, Brattleboro Area Chamber of Commerce**, Brattleboro, VT

**Objective:** To conceptualize, organize, develop, implement and evaluate all Chamber services and programs.

**Outcomes:**

- Took a struggling regional Chamber of Commerce and built it into a thriving, 550 member organization.
- Increased the balance sheet assets from \$63,341 in 2002 to \$209,416 in 2005.
- Redesigned new website, logo, newsletter and member directory increasing the visibility of the organization and creating a substantial increase in the traffic visiting the website as well as daily inquiries about the region.
- Open door policy made it possible for the Chamber to take the lead in many community projects including: creative ways to counter business disruption during the Main Street Bridge construction; co-sponsoring two energy efficient workshops with the Climate Protection office; community workshops on workman's compensation rate concerns and health care reform; facilitating Putney Road Business Associations' award of a grant from the State Transportation Committee for a scoping study of Putney Road; helping to organize the West Brattleboro Association; among other projects and initiatives.
- Reviving Governor's Day and the annual Legislative Breakfasts attracting over 75 business leaders to each event.
- Upgrading the marketing efforts and community involvement in the annual Fourth of July celebration and for the Holly Days retail promotions.
- Chairing the Regional Marketing Program for the southeast Vermont region that spearheaded the marketing efforts for the Brattleboro Museum & Art Center's Warhol exhibit putting Brattleboro on the national art map.

- Chairing Leadership Southeast Vermont in 2003 and 2004

September 1994 to August 2001: **Special Projects Administrator**, Marketing Department, Northeast Cooperatives, Brattleboro, VT

**Objective:** To increase sales to all customer groups. To develop and enhance Northeast Cooperatives' relationship with customers, members, vendors, brokers and the communities in which Northeast operates through effective planning, promotion, implementation and coordination of events and projects.

**Responsibilities:**

- Coordinate all special events including the annual Natural Products Fair for six years with a budget of \$120,000. In 2000 the Natural Products Fair drew over 315 natural food vendors, turned a \$55,000 profit, and saw a 42% increase in customer attendance.
- Plan for all activities, schedules, facilities, equipment, staffing, publications, promotions and other aspects of all major events. Prepare and maintain comprehensive budget for each event.
- Represent Northeast Cooperatives at Natural Products Expo East, annual East Coast show for all natural food manufacturers and retail buyers. Walk floor with key accounts to increase sales and coordinate key sales meetings with Northeast sales representatives and major natural product manufacturers.
- Cultivate positive, professional relationships with customers, vendors and brokers. Coordinate the set-up, maintenance and communication of customer price contracts with brokers and vendors and identify opportunities for these contracts to increase sales and/or margin.
- Keep abreast of national and regional issues and trends that are significant to the natural foods industry and/or to the membership. Propose, research and write educational articles for industry publications on current issues.
- Serve as community liaison for Northeast Cooperatives by coordinating all donations of goods and services to local and regional non-profit organizations as well as representing Northeast on boards and committees that serve the broader community.

August 1993 – October 1994: **Assistant Sales Director**, After the Fall, Brattleboro, VT

Organized all information flow between sales and marketing, operations, manufacturing representatives, distributors, retailers and natural food consumers; sales leads and retail follow-up and callback; set monthly promotions and tracked distributor sales; conducted studies of competitor's activities re: pricing and promotions; ran comparative studies by product and price; conducted wholesale price studies; broker and distributor troubleshooting; handled all Canadian broker and distributor issues; represented After the Fall at major Canadian and US shows.

September 1992 – June 1993: **Campaign Director, Capital Campaign**, The Grammar School, Putney, VT

Developed support materials and evaluation systems for special and general gift solicitation; ran all training workshops and informational meetings for campaign volunteers; developed record keeping systems for tracking pledges and acknowledgments; monitored campaign budget; coordinated and supported campaign special events; coordinated campaign publications and grants with Development Director; coordinated in-kind donations for actual construction phase. Raised \$145,000.

September 1992 – June 1993: **Instructor**, Community College of Vermont, Brattleboro, VT

Taught two semesters of Principles of Supervision, a business course.

November 1992 – February 1993: **Fund raiser**, Expansion Campaign, Brattleboro Food Co-op, Brattleboro, VT

Coordinated fund raising drive with membership at large and vendors to reduce reliance on bank debt; educated membership; coordinated kickoff event; recruited volunteers to assist in effort.

February 1987 – June 1990: **Senior Training Consultant**, Marketing Department, National Life Insurance Company, Montpelier, VT

Managed all training and development services for large life insurance company's field force. Wrote

training materials and led sessions on supervision, goal setting, human behavior and dynamics and basic selling skills. Consulted with national network of general agents and their management teams in developing business plans as well as assessing specific needs in areas of training, development and supervision. Worked with senior management in developing target market strategies for small businesses including image building, brochure design and production. Director of Marketing School (3, week long intensive training sessions per year) which focused on developing and marketing the life insurance agent as an effective small business person. Made an officer of the company in February, 1990.

#### **Education**

BA in History, University of Wisconsin, Madison, Wisconsin

M.Ed. in Counseling, University of Vermont, Burlington, Vermont

Credits beyond Masters in Administration and Early Childhood Education

#### **Board of Directors**

Vermont Economic Progress Council, State of Vermont, representing Windham County

Youth Services Board of Directors and Big Brother Big Sister Advisory Board

Brattleboro Recreation and Parks Department Board

Brattleboro Traffic Safety Committee

Town Plan Advisory Group

Brattleboro Town Meeting Representative